United States Department of Agriculture

Foreign Agricultural Service

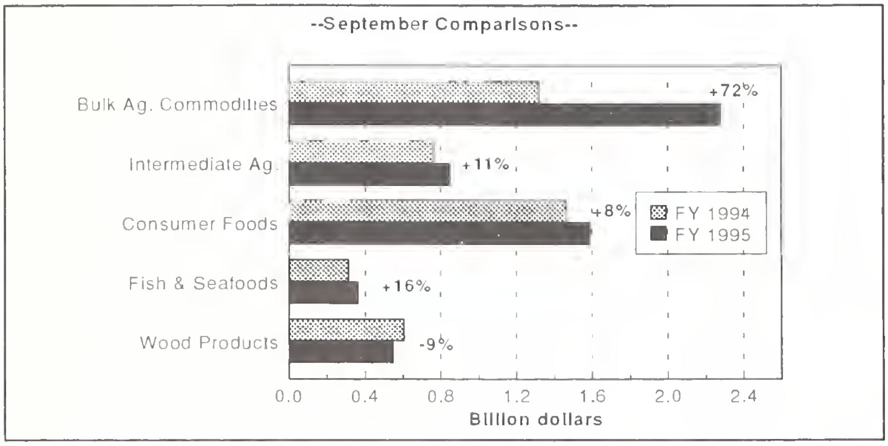
Circular Series

Agricultural Trade Highlights

ATH 12 95
December 1995

Exports Rise 21 Percent in 1995

Bulk Exports Account for Most of Gain



September trade statistics released on November 22 by the Commerce Department placed the value of U.S. *agricultural, fish and forest product* exports at \$5.6 billion, up 26 percent from September 1994. Agricultural exports alone totaled \$4.7 billion, up 33 percent from the same month last year. U.S. exports of fish and seafood products totaled \$369 million in September, up 16 percent from the same month last year. Forest products were down 9 percent at \$553 million.

September's performance brings fiscal 1995 to a close with new record highs established across a broad range of product and country markets. U.S. agricultural, fish and forest product exports totaled \$64.6 billion in fiscal 1995, up 21 percent from the previous year and the highest export figure ever. Agricultural exports alone reached \$54.1 billion, a new record which exceeds last year's sales by a remarkable 25 percent. Nearly two-thirds of the growth in agricultural exports was due to rising bulk exports. Fiscal 1995 exports of fish and seafood products rose 9 percent to \$3.2 billion. U.S. forest product exports also rose, up 5 percent from the previous year to \$7.3 billion.

September's performance brings *bulk commodity* exports to \$24.5 billion in fiscal 1995, up a remarkable \$6.5 billion or 36 percent from the previous year. While all commodity groups registered increases, coarse grains, cotton, soybeans and wheat accounted for 94 percent of the gain. Cotton was the only bulk commodity to end the year with record sales.

September's performance brings *intermediate* exports to \$11.2 billion in fiscal 1995, up 19 percent from the previous year and a new record high. Nine of the 10 product groups rose with soybean oil, other vegetable oils, hides and skins and animal fats recording the largest gains. New export records were set for soybean oil, other vegetable oils, feeds and fodders, animal fats, and planting seeds.

September's performance brings *consumer food* exports to \$18.5 billion in fiscal 1995, up 15 percent from the previous year and a new record high. Twelve of the 15 product groups rose with chilled and frozen red meats and poultry meats leading the pack. Snack foods, breakfast cereals and tree nuts fell slightly. New export records were set in nine product groups including all meat, fruit, and vegetable groups.

September's performance brings *fish and seafood* exports to \$3.2 billion in fiscal 1995, up 9 percent from the previous year but \$173 million shy of the record set in 1992. Nevertheless, new export records were set for canned salmon, surimi, and roe and urchin.

Despite recent month-to-month sales declines, *forest product* exports reached \$7.3 billion in fiscal 1995. This represents a 5-percent increase over 1994, but falls \$19 million short of the record set in 1993. Panel products ended the year at a record \$992 million.

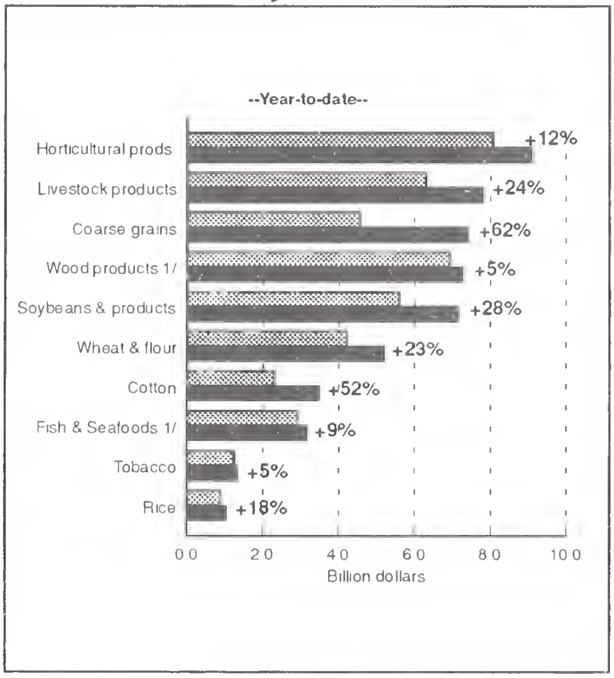
The World Outlook Board released its revised fiscal 1996 trade forecasts on November 30. U.S. agricultural exports are expected to reach \$58 billion, up \$3.5 billion from the previous forecast in August. Tight global supplies are expected to raise prices for wheat, coarse grains and soybeans, while livestock products will achieve strong gains, largely due to rising red meat shipments. With imports forecast at \$29 billion, the agricultural trade surplus is forecast to reach a record \$29 billion.

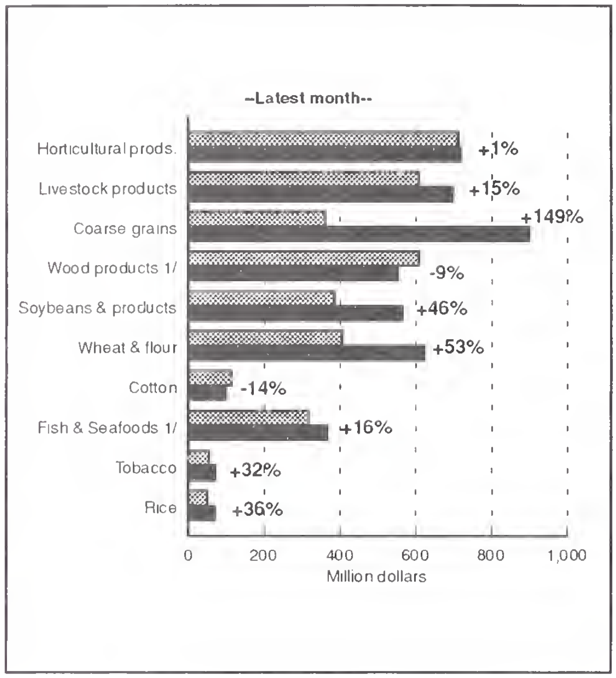
Inside This Issue...

U.S. Agricultural, Fish and Wood Export Summaries

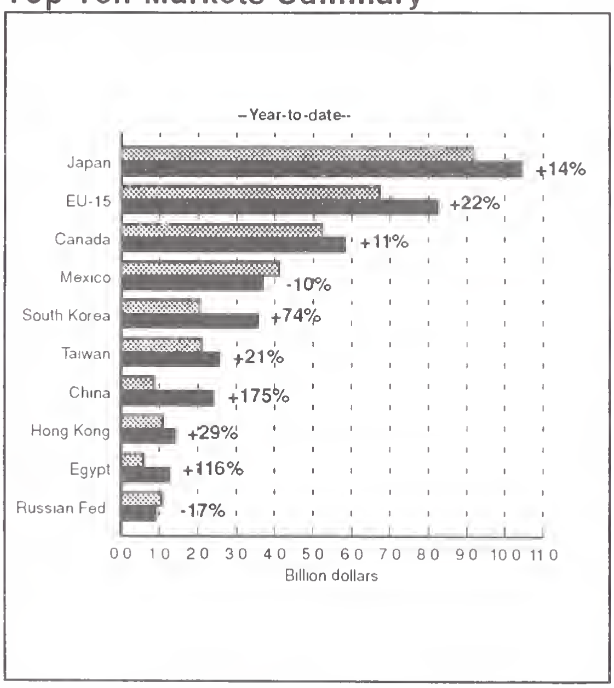
October-September and Latest Month Comparisons FY '94 FY '95

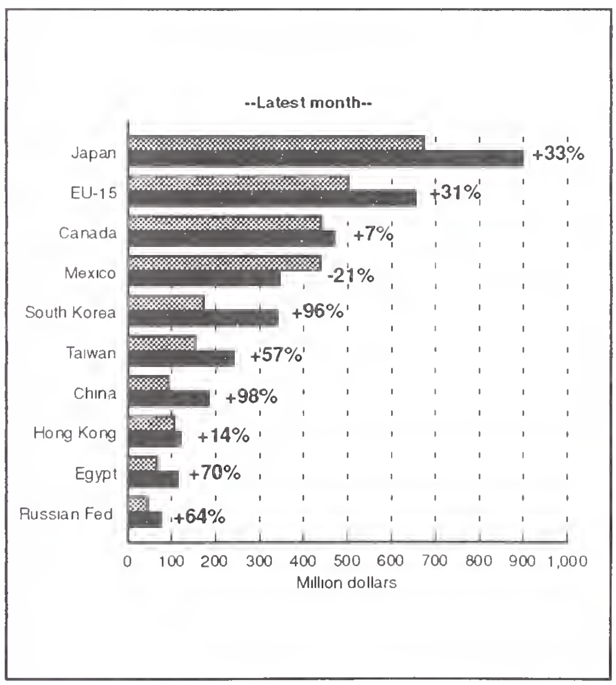
Product Summary





Top Ten Markets Summary





Note: Percentages are computed as the change from a year ago.

Consumer Food Highlights

U.S. consumer food exports totaled $13.6 billion during the first three-quarters of calendar 1995, up 12.8 percent over the same period a year earlier. Thirteen of the 16 consumer food categories recorded increased export levels. Exports to Japan, the No. 1 market for consumer foods, reached $3.9 billion, up 24 percent over 1994. Exports to Japan this year will surpass the record $4.3 billion set in 1994. Consumer food exports to Canada, the No. 2 export market are up 8 percent at $3.16 billion. Of the top 10 markets for consumer foods, only Mexico is experiencing a decline in sales from a year earlier. Exports to Mexico are down due to a decline in consumer purchasing power resulting from the devaluation of the Mexican peso.

U.S. exports of *fresh, frozen, and chilled red meat* during the first nine months of 1995 totaled $3.1 billion, up 26 percent over the nine months in 1994. The value of export shipments from this red meat category reached a record $3.4 billion in 1994 and now account for only slightly less than one-quarter of the total value of all consumer-ready food exports. Exports to Japan, the leading export destination, are up 37 percent at $2.0 billion. Shipments to Korea, Hong Kong, Taiwan, the Russian Federation, Indonesia, and Colombia have all set new annual records during the first nine months of this year. The recently negotiated settlement with Korea over the shelf-life issue is expected to result in a sharp increase in sales to this market. (See Korean article in this issue.)

Fresh fruit export value during January to September 1995 totaled $1.48 billion, marginally ahead of last year. Increased export volumes and stronger unit prices for citrus (oranges, grapefruit, and lemons) offset disappointing results for deciduous and other fruit types. Although apple exports are down this year due to a smaller crop and higher prices, U.S. exports are gaining a larger share of world trade. U.S. apples accounted for 25 percent of global trade during the past marketing season.

Exports *of processed fruit and vegetables* during the first nine months of 1995 were valued at $1.4 billion, up 15 percent over 1994. The improved results largely are attributed to increased sales of frozen french fries, canned tomato products, and canned corn to Japan, Canada, the United Kingdom, Germany, and South Korea.

Exports of *snack foods* during the the first three-quarters of 1995 declined to $738 million from $777 million in 1994. Sales to Canada and Japan, the two most important export markets which together accounted for close to half of export value in 1994, were up 11 percent and 13 percent, respectively. Marked reductions in export value, however, were recorded to Mexico, the Russian Federation, Hong kong, and the Philippines.

Fruit and vegetable juice exports reached $500 million during the first nine months of 1995, up 22 percent over the same period a year earlier. The increase largely is attributed to heavier shipments of orange juice. Significant sales increases to Canada, Japan, Western Europe, and Korea were recorded. Record U.S. production is allowing orange juice exports to move at a record pace. In order to compete with lower-priced Brazilian orange juice, U.S. sales are being promoted on a high-quality, premium product basis.

Exports of *fresh vegetables* to date in 1995 have totaled $835 million, up from $745 million during the same nine month period a year earlier. A sharp increase in the average unit price of lettuce combined with Increased export shipments of celery, cauliflower, and carrots account for the larger export value for this consumer foods category.

U.S. exports of *poultry meat* during January to September 1995 increased 30 percent over the same period in 1994 to $1.4 billion. The Russian Federation continues as the largest U.S. export market with $391 million in shipments this year. Hong Kong recorded the largest year-to-year increase of $115 million, with exports during the first nine months of 1995 reaching $296 million. Approximately 70 percent of all poultry products exported to Hong Kong in 1995 are expected to be re-exported to China. Taken together, poultry product shipments to Hong Kong and China during January to Septermber 1995 have already set a new annual export record of $320 million.

Exports of pet food (dog and cat food) in 1995 reached $457 million, up 10 percent over the first nine months in 1994. Increased sales to Japan accounted for more than half of the total increase in export value. Continued growth in import demand for pet food in the Japanese market may allow Japan to overtake Canada as the most important U.S. export market. Modest increases in exports to Italy, France, and Taiwan were recorded.

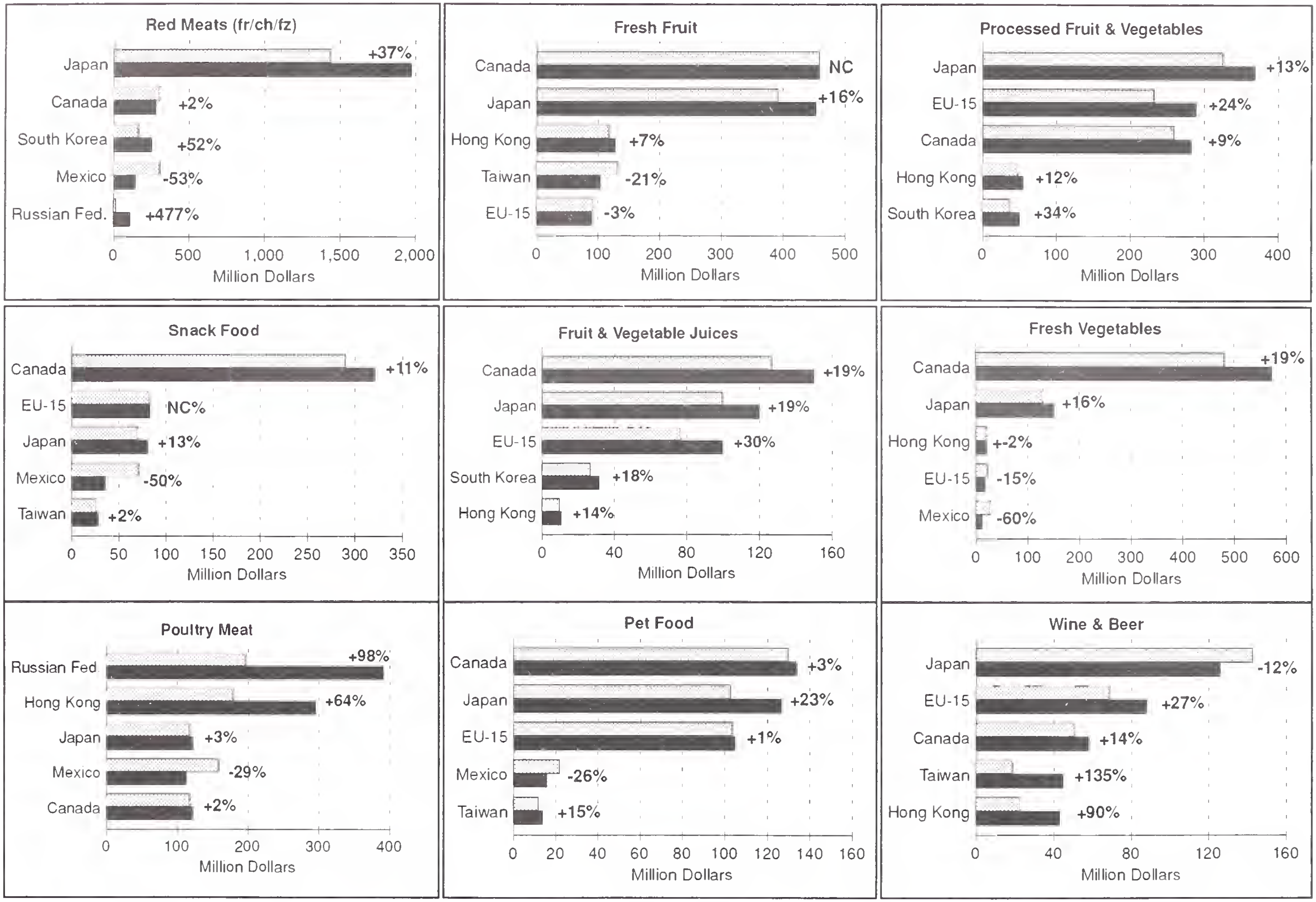
The value of *wine and beer* exports during January to September 1995 totaled $485 million, up 23 percent from the $395 million recorded in 1994. Marked increases in export volumes to the United Kingdom, Hong Kong, Taiwan, and Brazil were evident during the period.

For more information, contact David Rosenbloom at (202) 720-2136

Top Five Markets for Selected U.S. Consumer Foods

January Through September Comparisons

CY '94 CY '95



Notes: Percentages are computed as the change from 1994 to 1995. Countries are ranked from highest to lowest based on CY 1995 exports.

Feature Story: FAS' Trade Show Program Expands Exports of Consumer-Ready Foods

Exhibiting in FAS-sponsored trade events is one way many small- and medium-size companies establish their presence in export markets. The FAS trade show program offers these firms a variety of quality events for promoting consumer-ready food products in established and emerging markets. In 1994, 323 individual companies participated in FAS-sponsored food shows and sales missions. Surveys completed by exhibitors indicate that recent FAS shows facilitated over 4,700 promising trade contacts and $60 million in new export business.

The FAS Trade Show Office offers U.S. food and beverage exporters a choice of programs to satisfy their market development needs. Programs include fully sponsored trade shows, sales missions, and endorsed shows in both leading markets and emerging markets worldwide. In addition, a few field offices independently organize sample and catalog exhibits and agent shows.

> Sponsored shows: To introduce U.S. products in markets without an established international food show, USDA organizes its own American food shows and sales missions. Sponsored shows target key overseas buyers, so U.S. exhibitors can meet a select group of decision makers with purchasing power. FAS offers exhibitors a fully appointed booth, use of a business lounge, shipping of product samples, marketing and public relations services, and educational programs.
>
> Sales missions: FAS package of services includes an orientation to the market, a trade reception, guaranteed appointments with interested buyers, shipping of product samples, translators and in-country transportation.
>
> Endorsed shows: FAS recommends exhibiting at private, well-managed international trade shows in selected export markets. Organizers enhance the terms of participation for U.S. companies and provide FAS a booth from which to promote "AgExport Connections" trade services. The endorsement program thereby increases opportunities for export promotion at international food shows a t minimal expense to the government.

Affordable Participant Costs--To encourage the participation by all eligible companies, FAS promotes many economically priced events. Fees charged for booths range from less than $2,000 to approximately $9,000 for the top shows in Europe. Fees charged for participation in sales missions are as little as $500 per city visited. By offering lower costs shows, FAS encourages small- and medium-size firms to expand their international marketing efforts.

Attractive terms and conditions of participation are key elements of FAS trade show events. These include:

> Booth Selection--Exhibitors select their own booth on the show floor. This practice, which is widespread in the private trade show industry, has proven very popular among participants.
>
> Shipping Samples--FAS offers unique-in-the-industry consolidation and shipping services which assure that samples will be delivered directly to exhibitors' booths on time and in quality condition.
>
> Exhibitors Manuals--Each exhibitor is provided a binder containing shipping instructions, equipment order forms, exhibitor lists, show rules and regulations, market research, foreign buyer lists, hotel packages and other useful information to make exhibit planning easier.
>
> Exhibitor Catalogs--FAS distributes to show visitors high quality catalogs that include four-color

pictures and detailed product information, innovations that exceed industry standards.

Educations, Seminars and Tours-FAS leads the field among international show organizers in organizing seminars and tours outside show hours to give exhibitors the information they need to succeed in foreign markets.

In 1995, FAS is introducing at trade shows a distinctive theme to promote U.S. food products. Exhibitors will display their goods under a new American Foods banner accompanied by the slogan "when quality counts." Large photo panels showing "where quality begins" on farms and ranches and demonstrating"where quality counts" with foreign consumers will illustrate the quality message. The program is being supported by new booth decorations and a new logo. Changes reflect the Department's increasing role in promoting higher value, consumer-ready food products in foreign markets.

1996 Calendar of USDA-Sponsored Food and Beverage Trade Shows

Show	Location	Date
Festival de Aliments y Bebidas USA '96	Mexico City, Mexico	January 15-17
Guatemala City/Bogota Sales Mission	Guatemala/Colombia	January 19-23
Lisbon Sales Mission	Portugal	February 28-March 1
Alimentaria (American Foods pavilion)	Barcelona, Spain	March 4-9
5th Great American Food Show--Korea	Seoul, Korea	March 19-21
Food & Hotel Asia (American Foods pavilion)	Singapore	April 16-19
Cape Town/Johannesburg Sales Mission	South Africa	June
Great American Food Show--Brazil	Sao Paulo, Brazil	August 7-9
Great American Food Show--Argentina	Buenos Aires, Argentina	August 13-15
SIAL (American Foods pavilion)	Paris, France	October 20-24

For additional information about these shows, including an exhibit prospectus, contact:

Trade Show Office
FAS, USDA
Room 4939, South Building
AgBox 1052
Washington, D.C. 20250-1052
Phone: (202) 690-1182

Feature Story: Great American Food Show--Korea '96

The U.S. Department of Agriculture's Trade Show Office invites U.S. firms to participate in the 5th Great American Food Show--Korea '96, scheduled for March 19-21, 1996 in Seoul, Korea. This event will provide American food exporters the single, best opportunity to promote their products in the fast-growing Korean market. Already the sixth-largest customer of U.S. high-value, consumer-oriented products, Korea is obligated to liberalize trade in 95 percent of all products in the food and agriculture sector in 1997 as a result of the recent GATT negotiations.

In 1994, Korean imports of U.S. consumer-oriented food products jumped 29 percent and during the first nine months of 1995, imports are 42 percent above 1994 levels. U.S. exports of consumer-oriented food products to Korea in 1995 are forecast at a record $750 million while exports of all agricultural products (excluding fish and wood products) are projected at a record $3.85 billion.

The Great American Food Show offers firms an attractive, full-service package, including a fully appointed booth, product shipment and customs clearance, catalog entries, and high show visibility. The 1996 show, which contains 66 booths, most measuring 3 x 3 meters, features a market orientation tour prior to show hours and a business lounge, daily product delivery, a storage area, and communication services. This show will put you in direct contact with over 3,000 Korean food industry importers, agents, distributors, wholesalers, retailers, storage and transportation companies, manufacturers, and processors.

Product Eligibility

All products displayed in the Great American Food Show--Korea '96 must be comprised of at least 50 percent agricultural and/or food ingredients of U.S. origin computed on a value or volume basis. Product labels must indicate that the products were either produced or processed in the United States.

Show Management

The Great American Food Show--Korea '96 is organized and managed by the Trade Show Office of the U.S. Department of Agriculture (USDA). The USDA Trade Show Office is an experienced exhibition organizer that has sponsored four to six shows annually for the past 23 years.

Registration Deadline

The application deadline for firms seeking to participate in the Great American Food Show--Korea '96 initially had been scheduled to expire in mid-November, but has been extended to January 16, 1996. Because initial interest has been very high, the show's management reserves the right to increase the size of the show as necessary.

Previous Korean Food Shows

USDA's Trade Show Office has considerable expericence conducting food shows in Korea, the most recent of which was the Great American Food Show--Korea '94. Indicators of success reported by exhibitors from that show included:

> 73% of the participants made contacts and expected sales. Estimated sales after the show averaged over $200,000 per company.
>
> 92% of participants expressed a desire to participate in future shows.
>
> 45 companies successfully test-marketed more than 125 products.

Approximately 38 percent of all visitors to the 1994 show were categorized as Korean food manufacturers, 37 percent were food brokers or importers, 17 percent were food distributors, and the remaining 8 percent were classified as food service providers.

Show Facilities

The Great American Food Show--Korea '96 will occupy 1,200 square meters of floor space and consist of 66 booths. The pavilion includes a business lounge, a storage area, daily product delivery, and communication services. Telephone, photocopier, and fax machine services will be available in the business lounge on a fee-for-service basis. Incoming messages will be delivered to exhibitors as a complimentary service.

Product Shipment

The USDA Trade Show Office will ship, one-way, up to 300 pounds of product samples per booth from a consolidation point on the West Coast to the show site. This shipping service includes customs clearance in Korea. Each exhibitor is responsible for delivery of product samples to the U.S. consolidation point.

Standard Booth Package

A standard booth is 9 square meters. Booth appointments include:

A fascia board with firm name.
Carpeting
One 40W overhead fluorescent lamp.
Four spotlights.
Two electrical outlets (220V and 110V each).
One demonstration counter.
One small table and one chair.
Four wall shelves.
One wastebasket.

Optional Services and Equipment

The following optional services and equipment will be available to exhibitors at an additional charge:

Interpreters and product demonstrators.
Telephones and fax machines.
Extra equipment, such as chillers, freezers, lights, and counters.

Registration and Participation Fees

Any manufacturer, processor, or seller of U.S. food products interested in participating in the Great American Food Show--Korea '96 should contact the USDA Trade Show Office to obtain a reservation form, details of the terms and conditions related to show participation, and a floor plan of the show indicating booth layout. The fee for the standard booth package is $4,000 with a surcharge of $500 for a corner booth. Price information on optional services and equipment is available upon request.

Booth Selection and Assignment

Booth selection will be made on a first-come, first-served basis. Exhibitors are requested to designate in their reservation form for their top three choices for booth assignment from the show's floor plan. Every attempt will be made to honor the first choice. If unable to assign the first choice, second and third choices will automatically be considered. If an exhibitors's top three choices are unavailable, the exhibitor will be contacted before a final assignment is made.

Official Show Catalog

Each exhibitor will receive a free listing in the show catalog. The listing will contain the exhibitor's contact data, the exhibitor's product line, and a brief description of the exhibitor's company. Even if you can't participate in the Great American Food Show--Korea '96, firms can ensure that their company name, address, and product information will be available to Korean buyers by advertising in the catalog. Details concerning advertising rates and how to go about placing an ad in the catalog will be provided on request by the USDA Trade Show Office.

Assistance for Small Businesses

The U.S. Small Business Administration (SBA) has programs to help small companies gain access and hold on to export markets. For details, contact your local SBA district office or phone (202) 205-6720.

Show Information

For additional assistance regarding your participation in the Great American Food Show--Korea '96, you should contact Joe Hain, Trade Show Coordinator at the:

Trade Show Office
FAS/USDA
AG Box 1052
Room 4939, South Building
Washington, DC 20250-1052
Phone: (202) 690-1182
Fax: (202) 690-4374

Feature Story: FAS Launches "Home Page" On the Internet

The USDA's Foreign Agricultural Service (FAS) has established a "home page" on the Internet's World Wide Web.

"The FAS home page makes it easier and faster for America's farmers, ranchers, processors and exporters to utilize FAS services and trade information," according to August Schumacher, Jr., administrator of FAS. "Thanks to this home page, FAS information is just a click away."

The FAS home page is linked to USDA's home page. The Universal Resource Locator (URL) or address on the World Wide Web for the FAS home page is:

http://www.usda.gov/fas.

Links from the World Wide Web to the FAS home page provide access to more than 3,000 fact sheets, commodity reports, publications, export and import data files, regulations, charts, attache reports, trade show information and other documents. The following list is a sampling of what users can access on the FAS home page:

--Need some help getting started in exporting? Look at the AgExport Services section of the home page.

--Find facts fast by checking out more than a dozen fact sheets on everything from trade shows to the World Trade Organization.

--Find out how to subscribe to a variety of FAS publications. You can also see a sample of commodity publications before you buy.

--Want to export but don't know who in the world is interested in your product? Check out the food market reports section. You can also look there to find out what the prospects are for forestry product exports to China or fruit to Japan.

--Look up a host of regulations for a variety of USDA programs.

--Have a burning desire to know how much frozen poultry the United States exported to Russia last year? Click on the BICO (bulk, intermediate, and consumer-oriented) data in the Resources section and find out.

--What's the latest world from the U.S. agricultural counselor in Paris? The home page lets you read more than 2,000 reports from U.S. agricultural attaches and trade officers stationed around the world.

--What's hot in horticultural trade? Take a peek at the Horticulture andTropical Products Division's special feature on a blossoming $9-billion market for horticultural exports to all destinations.

--Interested in finding out more about USDA's relationship with other countries? Check the International Cooperation and Development section to find out how this group improves U.S. agriculture's global competitiveness and provides U.S. technical expertise overseas.

--Need to know the weather in Mexico? Have a look at the Mexico rainfall map in the Resources section. The map, which shows locations of weather stations in Mexico, lets you click on the weather station to see graphs of normal precipitation and normal average temperature. (Maps of other countries are expected to come on line in the future.)

--Use the handy Search button to search on every file and or/word of the home page. There are additional search routines for easy access to documents such as the reports from agricultural attaches.

Trade Policy and Market Updates

Korea Buys Over 830,000 Tons Of U.S. Corn In One Week

For the week of Oct. 20-26, Korea purchased over 830,000 tons of U.S. corn; more than the entire 1993/94 level of 631,000 tons. Last year, U.S. corn exports to Korea reached an estimated record of 8.5 million tons, due to the lack of Chinese presence in the market. As of November 23, Korea has purchased more than 4.9 million tons of U.S. corn for delivery in 1995/96 (Oct/Sept). USDA projects total corn imports at 9 million tons down slightly from 9.1 million tons last year. The absence of feed wheat and Chinese corn from the world market, coupled with increasing demand for feed in Korea, will likely result in further strong U.S. corn sales there.

Russia Buys 105,000 Tons of U.S. Wheat

Russia has purchased 105,000 tons of U.S. wheat for the 1995/96 marketing year. Of this total, 80,000 tons has been registered under the GSM-102 program which would use half the $30 million available for a basket of commodities. The U.S. exported 400,000 tons of wheat to Russia in 1994/95. With declining availabilities in Russia and Kazakhstan, there has been speculation that more purchasing from Western sources may be in the works.

Saudia Arabia Suddenly Tenders for Barley

Saudi Arabia bought about 900,000 tons of barley for November-December arrival despite extremely tight global supplies and historically high prices. At least 100,000 tons of U.S. Barley will be shipped as part of this tender purchase. World barley prices have increased 50 percent, (to approximately $190 FOB), since Saudi Arabia last bought in July. This tender is optional-origin, but it is doubtful that the entire quantity can be covered from any one country.

Korea's Intends To Purchase Higher Quality Oranges

Korea's fresh orange importing entity, the Cheju Citrus Grower's Agricultural Cooperative, is considering the purchase of higher quality oranges under the 1996 Uruguay Round tariff rate quota. As provided for under the Uruguay Round agreement, Korea established a 15,000-ton import quota in 1995, and subsequently filled the quota exclusively with U.S. oranges. Quality problems were subsequently encountered with the imported oranges. The coop's low-bid tendering system is believed to have contributed to some of the quality difficulties. The president of the coop has stated that it would be attempting under next year's 20,000-ton quota to import at least some quantities of premium quality oranges. The coop reportedly will begin purchasing under the quota in January, with imports continuing on a consistent and steady basis. Earlier reports, suggesting that the coop would delay quota purchases until as late as April, which would be problematic for U.S. exporters given our marketing season for navel oranges, are now being discounted.

USDA Announces Special Import Quota For Cotton

On Nov. 22, 1995, USDA announced the twelfth special import quota for upland cotton to be triggered this year. The special import quota, which is the result of high U.S. cotton prices, will permit the importation of 43,624,810 kilograms (200,367 bales) upland cotton. The quota was established on November 22 and applies to upland cotton purchased by February 19, 1996, and entered into the United States not later than May 19, 1996. Cotton imported under the special import quota is not subject to the over-quota tariff rate of the tariff-rate quota implemented under the Uruguay Round agreement. The quota is not expected to have a significant impact on the U.S. cotton supply and demand situation. Less than six thousand bales have been imported under the previous eight quotas established this year. The additional costs associated with importing foreign cotton and quality considerations are key factors in limiting cotton imports under these quotas.

...Trade Policy and Market Updates

Hungary Suspends Export Subsidies For Grains

On October 28, the Government of Hungary announced the suspension of export subsidies for milling wheat, wheat flour, and corn. The action, prompted by soaring bread prices and fears of domestic grain shortages, follows the October 12 suspension of the issuance of export licenses for wheat and wheat flour. Wheat export subsidies will still be granted for all shipments contracted before October 28, and delivered by December 31, 1995, while wheat flour and corn will receive subsidies only for shipments before October 28. Furthermore, the Government introduced licensing requirements for corn exports, although licenses are unlikely to be issued following this year's corn harvest.

Mexico Sets Shelf-Life Standards for Milk

In response to concerns expressed by USDA, FDA, and trade interests, Mexico's Secretariat of Health (SSA) has agreed to eliminate its proposed 48-hour shelf-life restriction on pasteurized milk. Instead of a mandatory limit, both domestic and foreign suppliers will be allowed to establish voluntary expiration dates for their products. In October 1994, SSA included the 48-hour limit as part of its sanitary specification for fresh milk. If it had become law, the 48-hour limit would have severely restricted entry of U.S. products. In 1994, U.S. exports of fluid milk and cream totaled $34.5 million. The pace of sales has slowed considerably in 1995 due to the devaluation of the peso, but that should change when the Mexican economy recovers.

Venezuelean Foreign Exchange Policy Threatens Wheat Imports

A Government clamp-down on foreign exchange approvals for Venezuelan importers is hindering the ability of most wheat importers to secure adequate supplies. The Government of Venezuela suspended foreign exchange approvals in September due to concerns over shrinking foreign reserves resulting from a seriously overhauled Bolivar. The ability to import is especially critical for wheat because Venezuela is almost entirely dependent on imported wheat. Once imports resume, U.S. wheat stands to benefit as suppliers that can deliver promptly will likely have a competitive advantage. In addition, new exchange regulations affecting the timing of exchange authorizations will dramatically increase importer risk when foreign exchange approvals resume.

U.S. Exports to China Much Larger Than Revealed by U.S. Trade Data

U.S. agricultural exports to China are much higher than revealed by U.S. Census export data. Our official trade data fails to capture the significant amount of U.S. products re-exported to China from Hong Kong. In 1994, U.S. Census recorded consumer-oriented food exports to the People's Republic of China (PRC) totaled $48.9 million, making it our 36th largest market for such products. Hong Kong trade data shows re-exports of such U.S. products to the PRC totaled $258 million. Combining direct and indirect exports, the PRC market leaps to $307 million, making it our 10th largest market in 1994. Up to one half or more of such imports are consumed in southern China, with the balance sold by South China importers to East and North China buyers. U.S. re-exports may be even greater, according to China and Hong Kong traders, due to substantial Hong Kong to PRC smuggling not recorded by Hong Kong Census authorities.

There are similar examples of undercounted U.S. exports of bulk and intermediate commodities, as well as forest products. U.S. exports of hides and skins exports to Hong Kong virtually are all re-exported to China. Hong Kong, Taiwan, and Korea are moving pollution and labor intensive tanning operations to the PRC. Combined U.S. hide exports to China and Hong Kong totaled $96.4 million in 1994. Likewise, much of Hong Kong's cotton spinning operations have relocated across the border, taking advantage of lower labor and land costs. This means that a significant portion of the $118 million in U.S. cotton exports to Hong Kong in 1994 were ultimately destined for PRC mills.

...Trade Policy and Market Updates

Philippines Imports Corn Despite Delayed UR Implementation

At the urging of the domestic feed industry, which is facing a 5 to 10 percent annual demand growth for compound feed, the Philippines will soon tender for 150,000 tons of corn for prompt shipment. The Philippines purchased 137,000 tons of corn from the United States and Argentina a few months ago, the first corn imports in four years. Under the Uruguay Round Agreement, the Philippines is committed to a 35 percent tariff rate quota of at least 133,000 tons in 1995/96 with graduated annual increases to 217,000 tons in the year 2004. The Philippines has yet to change domestic legislation and implement its Uruguay Round agricultural commitments. Therefore, the imports must be accomplished under restrictive government licensing.

Poultry Exports To Russia

The Russian Federation will require that all U.S. poultry plants processing product for the Russian market be inspected and approved by the Russian Veterinary Department. This requirement results from some shipments of allegedly spoiled poultry. Russian officials have agreed to honor the present FSIS poultry certificate and approved plants until the Russian inspection occurs and a list of Russian approved plants is established. Therefore, trade should not be disrupted. The Russian Federation is expected to import about 610,000 tons of U.S. poultry this year.

U.S.-Canada Potato Talks Yield Mixed Results

During the annual U.S.-Canada industry/government potato talks held November 6-7 in Ottawa, Agriculture Canada (AgCanada) reported that the two-year exemption for Canadian french fry processors from packaging size limitations currently imposed on U.S. imports had expired on November 3. At the same time, AgCanada officials gave no indication that the current restrictions on bulk shipments would be relaxed. Prior to November 1993, U.S. companies were limited to selling their frozen potatoes to Canada in bags no larger than two kilograms (4.4 pounds), less than the five pounds of french fries necessary to fill a standard food service frying unit. In November 1993, the United States negotiated a permanent change in this policy to permit imports in sizes up to 20 kilograms. However, U.S. firms could still not sell in five-pound bags, the industry norm throughout the world, due to a 500-gram multiple requirement. Meanwhile, Canadian french fry processors received a two-year exemption from the required metric packaging for the food service market, which afforded them a distinct marketing advantage in supplying the growing Canadian food service and institutional markets with the standard five-pound package. On December 8, 1995, Canada announced new guidelines for these "larger-than-large" package sizes which will exempt inner containers from certain labeling and packaging requirements and should facilitate increased exports. Still unresolved is Canada's restriction on the bulk importation of fresh potatoes, which remains a serious trade irritant for the U.S. potato industry. Canada generally prohibits entry of fresh potatoes in containers larger than 50 kilograms. Importers may request waivers, but Canadian authorities will deny the petition if equivalent local product is available. U.S. potato industry sources estimate that $5 million of exports are forfeited annually due to the bulk import restriction.

Taiwan Wheat Prices Increased for First Time in Four Years

Because of higher world wheat prices, Taiwan's Council of Agriculture raised the controlled landed price of imported wheat from $195/ton to $245/ton on November 14. In January, when pipeline stocks are replenished with the higher priced wheat, the ceiling on flour prices will be increased 18 percent. Since 1991, the price for wheat imports has been fixed at $195/ton. Although all wheat imported this year has been U.S. No.1 Grade wheat, flour millers may consider price and tender for No.2 quality. Taiwan's annual wheat imports have been fairly stable at 900,000 tons.

...Trade Policy and Market Updates

EU Poultry Plants Approved by Videotape for Exports to Brunei

All food products exported to Brunei must be halal-certified. Meat processors in Denmark and Holland reportedly received temporary halal certification from Brunei, following the submission of a video tape of their plant's slaughtering techniques. The plants will still need to undergo a successful, in-person review by the Government of Brunei's religious, health, and agriculture officials prior to being granted full certification. U.S. poultry exporters may want to explore this same certification avenue to the Brunei market by sending a video tape to interested importers in Brunei. Although Brunei is a relatively small country with a population of approximately 285,000, income levels are relatively high at $9,000 per capita, and the potential market for U.S. poultry products should not be overlooked.

U.S. Positioned To Take Larger Claim in Brazilian Wheat Market

The United States has already sold 863,000 tons of wheat to Brazil for 1996/97 (June-May) in addition to the 453,000 tons sold for delivery during the current 1995/96 marketing year. This is the highest level of U.S. wheat exports to Brazil since 1984/85 when the United States exported 3 million tons and captured 75 percent of the Brazilian market. The large U.S. purchases reflect importer expectations of poor Argentine crop prospects and a shift in Canadian Wheat Board focus to China. This combination of factors is creating increased U.S. opportunity throughout Latin America. Brazilian import demand for 1995/96 is currently in the range of 6.5 million tons.

Philippines To Import Up to 500,000 Tons of Rice

The Government of the Philippines has announced that it will import up to 500,000 tons of rice in the coming months to alleviate possible shortages resulting from damage to the domestic crop caused by cyclone Angela. The rice likely will be supplied by Thailand, India and Vietnam. Imports of U.S. rice likely will be limited by P.L. 480 availability. Despite the Government's claim of storm damage to the domestic crop, many analysts believe that crop losses were relatively light since the Philippine rice harvest was already well underway when the storm arrived. The Government's efforts to tie rice import needs to storm damage is viewed as an attempt to avoid political opposition to imports from Philippine farmers.

South American Restrictions on U.S. Fruits And Vegetables

Recent detections of oriental fruit flies in California have prompted several South American countries to impose new trade restrictions on imports of U.S. fruits and vegetables. Ecuador, initially terminated imports from all U.S. origins. Upwards of 20 containers of Pacific Northwest apples were being held in port but subsequently were released for entry. Some shipments of California fruit, however, still are being held at the port of entry. Several containers of California fruit also are reported to be enroute to that country. Colombia has formulated a decree that would impose new, potentially troublesome conditions on the entry of fruits and vegetables originating from the state of California. Colombian trade sources indicate that several orders for California fruit have been canceled in response to the action taken by the Colombian government. Argentina, the first country to take action, suspended imports of fresh fruits and vegetables from California effective October 27. Brazil also had imposed an embargo on fruit and vegetable imports from California on November 7. However, following discussions on the issue and an exchange of technical information, Brazil lifted the import suspension the week of November 13. USDA's Animal Plant Health Inspection Service (APHIS) has agreed to certify that export shipments originate in fly-free zones. An APHIS official traveled to Chile to discuss the situation with local plant protection officials. APHIS provided these countries with background information and technical materials related to the detections, 15 of which have been made in the Los Angeles Basin during the past five months. None of the reported fly detections have occurred near commercial growing areas. Furthermore, the detections have not met APHIS' criteria for an infestation.

...Trade Policy and Market Updates

U.S. Apple Exports Capture 25-Percent Global Market Share As Sales Set Record

The U.S. share of global apple exports (excluding EU intra-trade), continuing its upward trend, reached 25 percent during marketing year 1994/95 (July/June). This amount was almost double the 13-percent share recorded in 1988/89. By volume, exports of U.S. apples surged to a record 697,829 tons during 1994/95, a 15-percent increase from last season. In value terms, shipments increased to a record $423 million, 13 percent above last year. Asia continues to lead the U.S. export performance for apples, with six of the 10 top markets located in the region. Exports to Taiwan in 1994/95, the United States' top export market, were up 13 percent, reaching a record 115,000 tons. Canada, Mexico, the United Kingdom, and United Arab Emirates comprise the remaining top markets. Market Promotion Program activities in many of these countries helped boost U.S. sales. For 1995/96, total exports of U.S. apples are forecast at 605,000 tons, down 13 percent from last year, based on the reduced U.S. crop and the resulting higher prices.

Slow Barley Deliveries Constrain Canadian Exports

For the third time this year, the Canadian Wheat Board (CWB) increased its initial producer payment for feed barley. This most recent 19 percent increase represents an aggressive attempt of the CWB to avoid repeating last year's shortfall in deliveries and resulting export delays. Canadian growers have been selling their barley to the domestic feed market on holding onto stocks to capture additional price rises. The CWB has been unable to renew its barley supply agreement with the Japanese Food Agency after falling short of the minimum 800,000 tons specified in the 1995 agreement.

Record Exports of Dairy, Livestock, And Poultry Products to China

Total U.S. exports of livestock, dairy, and poultry products to China for the first nine months of 1995 were $158 million, nearly 147 percent higher than the $64 million sold for the same period a year ago. The Chinese bought inedible tallow ($34 million), fresh or wet-salted cattle hides ($56 million), and a uniquely American product, buffalo hides ($9 million). On the poultry and dairy side, the Chinese purchased frozen chicken parts ($22 million), dried whey ($3.2 million), baby chicks ($5.9 million), and down for stuffing ($1.8 million). Exports of U.S. consumer-oriented food products to China are expected to continue to grow in 1995 and 1996, especially due to the rapidly rising incomes of China's 400 million urban consumers.

U.S. Exports of Dairy, Livestock, And Poultry Products To Hong Kong Break Records

Total U.S. sales of dairy, poultry and livestock products to Hong Kong cleared a record $447 million in the first nine months of 1995, 49 percent higher than the $299 million sold for the same period in 1994. The leading products were frozen chicken parts ($276 million), fresh or wet-salted cattle hides ($20.3 million), fresh and processed eggs ($16 million), and frozen, edible beef offal ($12.4 million). The Chinese Government recently ended a duty-waiver policy for its special economic zones. As a result, Chinese importers are looking to source their product through Hong Kong. Approximately 65 percent of all U.S. poultry products exported to Hong Kong in 1994 were re-exported to China. This figure has increased to at least 70 percent in 1995. Taken together, the China-Hong Kong market represents a $780-million annual market for U.S. poultry, dairy, and livestock products.

U.S. Exports of Agricultural, Fish & Wood Products to All Countries

Calendar Years 1990 to 1995 and Year-to-Date Comparisons ($1,000)

Product	Calendar Years 1990	1991	1992	1993	1994	January-September 1994	1995	% Chg
Bulk Agricultural Total	20,232,083	18,348,386	19,687,248	18,593,458	18,951,466	12,761,707	18,263,092	43.1%
Wheat	3,839,037	3,292,138	4,449,324	4,664,582	4,056,007	2,852,814	3,753,058	31.6%
Coarse Grains	7,036,717	5,722,597	5,736,599	5,000,598	4,731,925	3,155,481	5,834,935	84.9%
Rice	801,527	753,557	726,072	771,312	1,010,548	682,257	721,996	5.8%
Soybeans	3,549,508	3,956,443	4,380,402	4,598,746	4,330,427	2,671,630	3,615,629	35.3%
Cotton	2,798,495	2,491,999	2,010,338	1,540,678	2,676,263	1,921,936	2,742,112	42.7%
Tobacco	1,441,116	1,427,631	1,650,559 *	1,306,067	1,302,745	939,446	965,751	2.8%
Pulses	353,111	268,414	191,656	213,254	280,649	184,380	180,332	-2.2%
Peanuts	203,373	180,304	240,308	204,576	187,552	106,925	193,510	81.0%
Other Bulk Commodities	209,199	255,304	301,989	293,645	375,352	246,838	255,770	3.6%
Intermediate Agricultural Total	8,573,907	8,789,224	9,231,134	8,973,466	9,749,696 *	6,837,627	8,246,918	20.6%
Wheat Flour	182,956	184,256	184,317	205,729	211,248	162,939	196,200	20.4%
Soybean Meal	1,005,103	1,155,307	1,294,722	1,132,041	958,920	683,205	803,367	17.6%
Soybean Oil	312,930	222,126	376,202	363,897	525,077	305,136	588,591	92.9%
Other Vegetable Oils	394,790	418,144	502,732	543,897	671,187 *	445,317	691,629 *	55.3%
Feeds & Fodders (excl. pet foods)	1,572,369	1,605,732	1,722,327	1,744,163 *	1,738,454	1,265,097	1,417,857	12.1%
Live Animals	513,783	686,563 *	607,891	518,927	587,352	370,263	300,906	-18.7%
Hides & Skins	1,729,731	1,357,570	1,326,054	1,268,658	1,507,616	1,121,257	1,333,077	18.9%
Animal Fats	428,729	426,824	515,214	501,702	598,546	395,710	607,328	53.5%
Planting Seeds	588,723	671,655	675,011 *	619,359	648,614	433,399	464,116	7.1%
Sugars, Sweeteners & Bever. Bases	572,052	634,101	573,921	567,807	656,761	477,418	488,138	2.2%
Other Intermediate Products	1,272,743	1,426,946	1,452,744	1,507,288	1,645,921 *	1,177,885	1,355,708	15.1%
Consumer-Oriented Agricultural Total	10,465,615	11,967,920	13,895,994	14,911,316	16,988,134 *	12,043,780	13,587,247	12.8%
Snack Foods (excluding nuts)	530,125	633,040	829,679	1,024,643	1,101,668 *	776,652	738,180	-5.0%
Breakfast Cereals & Pancake Mix	157,882	216,802	219,762	252,993	291,979 *	216,708	195,051	-10.0%
Red Meats, Chilled/Frozen	2,394,495	2,660,267	3,112,361	3,055,222	3,383,394 *	2,434,059	3,063,527	25.9%
Red Meats, Prepared/Preserved	135,998	165,101	181,562	220,038	253,621 *	174,276	197,249	13.2%
Poultry Meat	672,888	817,913	928,464	1,100,613	1,570,414 *	1,077,258	1,398,913	29.9%
Dairy Products	328,053	462,956	793,754	857,487 *	753,257	551,720	606,527	9.9%
Eggs & Products	101,979	143,367	139,234	139,438	164,653	118,758	119,700	0.8%
Fresh Fruit	1,486,489	1,561,053	1,683,344	1,707,147	1,953,767 *	1,468,819	1,475,912	0.5%
Fresh Vegetables	728,648	832,935	899,624	985,953	1,046,789 *	745,022	834,798	12.1%
Processed Fruit & Vegetables	1,246,753	1,394,490	1,558,121	1,639,583	1,720,891 *	1,223,454	1,404,803	14.8%
Fruit & Vegetable Juices	375,497	385,414	461,017	469,517	543,013 *	411,703	500,424	21.5%
Tree Nuts	801,120	867,704	928,531	998,246	1,106,416 *	703,937	705,757	0.3%
Wine and Beer	266,202	315,756	369,181	379,301	532,735 *	395,240	485,751	22.9%
Nursery Products & Cut Flowers	186,741	201,442	201,321	209,397 *	197,985	147,100	145,277	-1.2%
Pet Foods, Dog/Cat	244,038	329,772	399,630	497,621	577,943 *	416,009	457,837	10.1%
Other Consumer-Oriented Products	808,706	979,907	1,190,410	1,374,116	1,789,607 *	1,183,064	1,257,541	6.3%
Wood Products Total	6,481,227	6,429,179	6,741,685	7,281,313 *	7,029,961	5,232,926	5,476,826	4.7%
Logs	2,388,921	2,074,432	2,140,010	2,489,560 *	2,277,981	1,692,559	1,771,990	4.7%
Lumber	2,127,895	2,203,353	2,322,491	2,449,643 *	2,428,150	1,831,326	1,876,407	2.5%
Plywood & Panel Products	769,983	735,227	847,867	906,397	944,360 *	684,957	732,651	7.0%
Other Wood Products	1,194,428	1,416,167	1,431,317	1,435,714 *	1,379,471	1,024,084	1,095,778	7.0%
Fish & Seafood Products Total (Edible)	2,776,759	3,035,383	3,353,935 *	2,959,086	3,002,265	2,340,318	2,510,315	7.3%
Salmon, Whole/Eviscerated	666,582	436,975	681,663	583,060	518,413	478,937	498,862	4.2%
Salmon, Canned	104,276	133,644	154,401	160,416	161,577 *	96,990	126,352	30.3%
Crab & Crabmeat	363,251	431,411	448,050 *	417,660	349,136	268,119	160,570	-40.1%
Surimi (fish paste)	N/A	N/A	367,627 *	274,322	318,850	238,308	291,351	22.3%
Roe & Urchin	289,458	389,031	421,396	415,319	408,963	329,596	421,694 *	27.9%
Other Edible Fish & Seafood Products	1,353,193	1,644,322 *	1,280,798	1,108,309	1,245,325	928,367	1,011,486	9.0%
Agricultural Product Total	39,271,605	39,105,530	42,814,376	42,478,240	45,689,296 *	31,643,114	40,097,257	26.7%
Agricultural, Fish & Wood Product Total	48,529,591	48,570,092	52,909,996	52,718,639	55,721,522 *	39,216,358	48,084,398	22.6%

Note: (*) Highest export level since at least 1970; N/A = not available; NA = not applicable.

U.S. Exports of Agricultural, Fish & Forest Products by Major Group

Monthly and Annual Performance Indicators

	September			October-September			Fiscal Year		
	1994	1995		FY '94	FY '95		1995	1996(f)	Chg
Export Values	-- $Billion --		Chg	-- $Billion --		Chg	--- $Billion ---		95/96
Grains and Feeds 1/	1.138	1.940	70%	13.413	17.637	31%	17.637	19.1	8%
Wheat & Flour	0.406	0.623	53%	4.228	5.201	23%	5.201	5.9	13%
Rice	0.053	0.072	36%	0.891	1.050	18%	1.050	1.0	-5%
Coarse Grains 2/	0.362	0.900	149%	4.569	7.411	62%	7.411	7.9	7%
Corn	0.295	0.810	174%	3.817	6.619	73%	6.619	7.2	9%
Feeds & Fodders	0.171	0.224	31%	2.277	2.511	10%	2.511	2.8	12%
Oilseeds and Products	0.510	0.716	40%	6.975	9.119	31%	9.119	9.9	9%
Soybeans	0.262	0.460	76%	4.161	5.274	27%	5.274	6.1	16%
Soybean Cakes & Meals	0.055	0.081	47%	1.013	1.079	6%	1.079	1.3	20%
Soybean Oil	0.070	0.024	-65%	0.433	0.809	87%	0.809	0.5	-38%
Other Vegetable Oils	0.063	0.050	-20%	0.608	0.918	51%	0.918	N/A	N/A
Livestock Products	0.608	0.698	15%	6.320	7.808	24%	7.808	8.8	13%
Red Meats	0.321	0.386	20%	3.206	4.044	26%	4.044	4.8	19%
Hides, Skins & Furs	0.137	0.148	8%	1.423	1.719	21%	1.719	1.9	11%
Poultry Products	0.161	0.193	20%	1.720	2.210	29%	2.210	2.4	9%
Poultry Meat	0.132	0.167	27%	1.383	1.867	35%	1.867	N/A	N/A
Dairy Products	0.061	0.066	9%	0.832	0.812	-2%	0.812	0.9	11%
Unmanufactured Tobacco	0.057	0.075	32%	1.260	1.329	5%	1.329	1.3	-2%
Cotton and Linters	0.117	0.101	-14%	2.306	3.496	52%	3.496	2.5	-28%
Planting Seeds	0.040	0.045	14%	0.619	0.680	10%	0.680	0.7	3%
Horticultural Products	0.713	0.720	1%	8.098	9.110	12%	9.110	10.3	13%
Sugar & Tropical Products	0.153	0.173	13%	1.928	1.940	1%	1.940	2.1	8%
Forest Products 4/	0.610	0.553	-9%	6.946	7.274	5%	7.274	N/A	N/A
Fish and Seafood Products 4/	0.317	0.369	16%	2.912	3.172	9%	3.172	N/A	N/A
Total Agriculture	3.558	4.727	33%	43.472	54.141	25%	54.141	58.0	7%
Total Ag , Fish & Forest	4.485	5.648	26%	53.330	64.587	21%	64.587	N/A	N/A

Export Volumes	---- MMT----		Chg	---- MMT----		Chg	----- MMT-----		Chg 95/96
Grains and Feeds 1/	8.016	12.220	52%	88.581	118.626	34%	118.626	N/A	N/A
Wheat	3.199	3.519	10%	31.132	32.094	3%	32.094	30.5	-5%
Wheat Flour	0.065	0.044	-32%	1.037	1.184	14%	1.184	1.3	10%
Rice	0.176	0.216	23%	2.438	3.767	55%	3.767	3.2	-15%
Coarse Grains 2/	3.602	7.062	96%	39.845	65.670	65%	65.670	56.2	-14%
Corn	2.930	6.357	117%	33.057	58.645	77%	58.645	51.0	-13%
Feeds & Fodders	0.758	1.188	57%	11.797	13.483	14%	13.483	13.3	-1%
Oilseeds and Products	1.749	2.552	46%	24.154	34.050	41%	34.050	31.2	-8%
Soybeans	1.150	1.925	67%	16.364	23.584	44%	23.584	21.8	-8%
Soybean Cakes & Meals	0.286	0.418	46%	4.859	6.094	25%	6.094	5.5	-10%
Soybean Oil	0.115	0.036	-69%	0.694	1.216	75%	1.216	0.9	-26%
Other Vegetable Oils	0.095	0.069	-27%	0.849	1.281	51%	1.281	N/A	N/A
Livestock Products 3/	0.281	0.305	9%	2.957	3.681	24%	3.681	N/A	N/A
Red Meats	0.102	0.118	16%	1.025	1.262	23%	1.262	1.5	19%
Poultry Products 3/	0.136	0.167	22%	1.405	1.943	38%	1.943	N/A	N/A
Poultry Meat	0.133	0.163	23%	1.364	1.901	39%	1.901	2.1	10%
Dairy Products 3/	0.044	0.046	2%	0.399	0.467	17%	0.467	N/A	N/A
Unmanufactured Tobacco	0.008	0.011	31%	0.196	0.197	1%	0.197	N/A	N/A
Cotton & Linters	0.077	0.058	-25%	1.639	2.068	26%	2.068	1.6	-23%
Planting Seeds	0.030	0.084	183%	0.498	0.541	9%	0.541	N/A	N/A
Horticultural Products 3/	0.555	0.489	-12%	6.560	7.001	7%	7.001	8.0	14%
Sugar & Tropical Products 3/	0.107	0.094	-12%	1.102	0.910	-17%	0.910	N/A	N/A
Total Agriculture 3/	11.004	16.025	46%	127.490	169.486	33%	169.486	156.0	-8%

Notes: 1/ Includes pulses, corn gluten feed and meal; 2/ Includes corn, oats, barley, rye and sorghum; 3/ Includes only those items measured in metric tons; 4/ Items not included in agricultural product totals. N/A = not available.

FY 1996 forecasts (f) are based on USDA's "Outlook for Agricultural Exports," published November 30, 1995.

U.S. Agricultural Export Value by Region

Monthly and Annual Performance Indicators

	September			October-September			Fiscal Year		
	1994	1995		FY '94	FY '95		1995	1996(f)	
	-- $Billion --		Chg	-- $Billion --		Chg	-- $Billion --		Chg
Western Europe	0.524	0.703	34%	7.013	8.606	23%	8.606	9.2	7%
European Union 1/	0.502	0.657	31%	6.741	8.256	22%	8.256	8.7	5%
Other Western Europe	0.022	0.046	110%	0.272	0.350	29%	0.350	0.5	43%
Central & Eastern Europe	0.020	0.024	18%	0.310	0.283	-9%	0.283	0.4	41%
Former Soviet Union	0.101	0.109	8%	1.474	1.158	-21%	1.158	1.3	12%
Russian Federation	0.046	0.076	64%	1.095	0.911	-17%	0.911	1.1	21%
Asia	1.371	2.133	56%	17.671	23.979	36%	23.979	26.2	9%
Japan	0.674	0.899	33%	9.193	10.447	14%	10.447	11.3	8%
China	0.094	0.185	98%	0.877	2.413	175%	2.413	2.7	12%
Other East Asia	0.434	0.704	62%	5.261	7.562	44%	7.562	8.6	14%
Taiwan	0.153	0.241	57%	2.103	2.552	21%	2.552	2.7	6%
South Korea	0.174	0.341	96%	2.055	3.576	74%	3.576	4.4	23%
Hong Kong	0.107	0.122	14%	1.101	1.425	29%	1.425	1.5	5%
Other Asia	0.169	0.345	104%	2.340	3.558	52%	3.558	3.6	1%
Pakistan	0.007	0.038	477%	0.212	0.389	83%	0.389	0.3	-23%
Philippines	0.045	0.068	52%	0.554	0.675	22%	0.675	0.7	4%
Middle East	0.131	0.178	36%	1.650	2.404	46%	2.404	2.6	8%
Israel	0.016	0.025	52%	0.346	0.452	30%	0.452	0.5	11%
Saudi Arabia	0.036	0.051	43%	0.470	0.479	2%	0.479	0.5	4%
Africa	0.193	0.224	16%	2.159	2.806	30%	2.806	3.1	10%
North Africa	0.119	0.146	23%	1.438	1.972	37%	1.972	2.2	12%
Egypt	0.067	0.114	70%	0.598	1.294	116%	1.294	1.3	0%
Algeria	0.037	0.006	-84%	0.592	0.440	-26%	0.440	0.5	14%
Sub-Saharan Africa	0.074	0.078	6%	0.721	0.833	15%	0.833	0.9	8%
Latin America	0.715	0.748	5%	7.228	8.101	12%	8.101	8.4	4%
Mexico	0.439	0.346	-21%	4.126	3.700	-10%	3.700	3.8	3%
Other Latin America	0.275	0.402	46%	3.103	4.401	42%	4.401	4.6	5%
Brazil	0.030	0.045	51%	0.227	0.638	181%	0.638	0.6	-6%
Venezuela	0.024	0.041	70%	0.401	0.493	23%	0.493	0.6	22%
Canada	0.441	0.471	7%	5.248	5.830	11%	5.830	6.1	5%
Oceania	0.040	0.051	26%	0.497	0.563	13%	0.563	0.7	24%
World Total	**3.558**	**4.727**	**33%**	**43.474**	**54.143**	**25%**	**54.143**	**58.0**	**7%**

Note: 1/ EU-15 includes the newest member states of Austria, Finland and Sweden.
FY 1996 forecasts (f) are based on USDA's "Outlook for U.S. Agricultural Exports," published November 30, 1995.

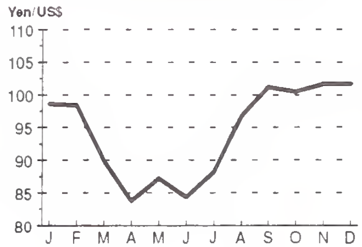
Value Of U.S. Dollar Against Major World Currencies

Daily Spot Quotations & Monthly Averages

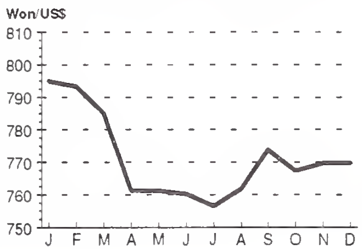
Currencies	Current Rate 12/13/95	Month Ago 11/13/95	Year Ago 12/94	% Change Year Ago 12/94
Argentine Peso	1.0000	1.0000	.99	1.01
Australian Dollar	1.3445	1.3549	1.2898	4.24
Brazilian Real	.9663	.99628	.84	15.03
Canadian Dollar	1.3770	1.3528	1.3872	4.24
Hong Kong Dollar	7.7347	7.7343	7.7400	0.07
Japanese Yen	101.65	101.65	100.19	1.46
Mexican Peso	7.7550	7.8100	3.4505	124.75
Taiwan Dollar	27.315	27.201	26.40	3.46
South Korean Won	769.65	768.70	792.55	-2.90
European ECU	.79183	.77714	.82440	-3.95
-British Pound	.6518	.6433	.6410	1.68
-French Franc	5.0063	4.8886	5.4123	7.50
-German Mark	1.4500	1.4175	1.5710	7.70

NOTE: Exchange rates are daily spot quotes as of 3:00 PM Eastern Time, December 13, 1995.
Source: TEAD/ITP/FAS Exchange Rate Database and Wall Street Journal.

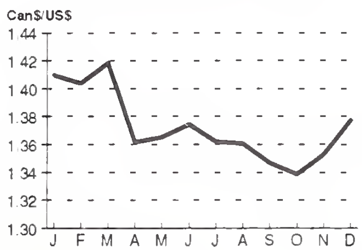
vs. Japanese Yen



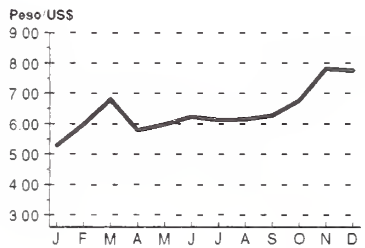
vs. South Korean Won



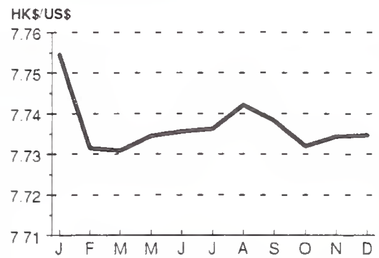
vs. Canadian Dollar



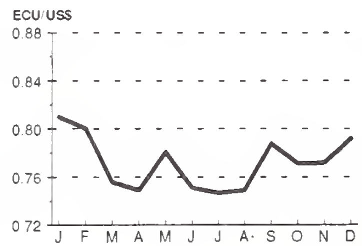
vs. Mexican Peso



vs. Hong Kong Dollar



vs. European ECU



Subject Index for Agricultural Trade Highlights
(January 1992 — December 1995)

Product Spotlights

(*) Snapshots – shorter versions of spotlight articles.

NTIS Order Form For FAS Subscriptions

U.S. DEPARTMENT OF COMMERCE
Technology Administration
National Technical Information Service
Springfield, VA 22161

For RUSH Service—Call 1-800-553-NTIS
RUSH service is available for an additional fee.
To order subscriptions, call (703) 487-4630.
TDD (For hearing impaired only), call (703) 487-4639.

(703) 487-4630
or Fax this form to (703) 321-8547
To verify receipt of your Fax order,
call (703) 487-4679.

Payment

☐ Charge my NTIS Deposit Account _ _ _ _ _ _ _

Charge my ☐ VISA ☐ MasterCard ☐ AMERICAN EXPRESS

Account No ______________________

Exp. ________ Cardholder's name ______________________ (Please print)

Signature: ______________________ (Required to validate all orders)

☐ Check/Money order enclosed for $ ____________ (Payable in U.S. dollars)

Return Policy: To inquire about the NTIS return policy, please call the NTIS Subscription Section at (703) 487-4630.

Single Copies: To order single copies, call our Sales Desk at (703) 487-4650.

Ship to Address

Please PRINT or TYPE

Date ____________

Company ______________________

Attention ______________ Title ______________

Last Name ______________ First Initial ______________

Suite or Room Number ______________________

Full Street Address Required ______________________

City ______________ State ______ ZIP ______

( ) Telephone number ______________ ( ) Fax number ______________

Subscription Price Schedule
Foreign Agricultural Service (FAS) Publications

No. of Subscriptions	Order No.	Titles	Prices* Domestic	Prices* Foreign	Total
______	PB95-970600LJX	Agricultural Trade Highlights (12 issues)	$ 50.00	$ 80.00	______
______	PB95-970700LJX	Tropical Products (Coffee, Tea, Cocoa, Spices Essentials Oils) (4 issues)	22.00	44.00	______
______	PB95-970800LJX	Cotton: World Markets & Trade (12 issues)	60.00	112.00	______
______	PB95-970900LJX	Dairy, Livestock & Poultry: U.S. Trade & Prospects (12 issues)	78.00	174.00	______
______	PB95-971000LJX	Dairy Monthly Imports (12 issues)	50.00	80.00	______
______	PB95-971100LJX	Livestock & Poultry: World Markets & Trade (2 issues)	14.00	22.00	______
______	PB95-973900LJX	Dairy: World Markets & Trade (2 issues)	14.00	22.00	______
______	PB95-971200LJX	All 28 Dairy, Livestock & Poultry reports	136.00	278.00	______
______	PB95-971300LJX	Grain: World Markets & Trade (12 issues)	70.00	140.00	______
______	PB95-971400LJX	World Horticultural Trade & U.S. Export Opportunities (12 issues)	70.00	140.00	______
______	PB95-971500LJX	Oilseeds: World Markets & Trade (12 issues)	76.00	152.00	______
______	PB95-971600LJX	U.S. Planting Seed Exports (4 issues)	38.00	96.00	______
______	PB95-971700LJX	Sugar: World Markets & Trade (2 issues)	14.00	16.00	______
______	PB95-971800LJX	Tobacco: World Markets & Trade (12 issues)	66.00	154.00	______
______	PB95-971900LJX	World Agricultural Production (12 issues)	75.00	120.00	______
______	PB95-973400LJX	Wood Products: International Trade & Foreign Markets (5 issues)	42.00	92.00	______
______	PB95-973500LJX	Monthly Summary of Export Credit Guarantee Program Activity (12 issues)	50.00	80.00	______
______	PB95-973600LJX	U.S. Export Sales (52 issues)	175.00	320.00	______
______	PB95-973700LJX	AgExporter Magazine (12 issues)	34.00	42.00	______

Prices are subject to change.
The NTIS Subscription Section (703) 487-4630 can provide pricing verification.

* Prices include first-class delivery for domestic; airmail delivery for foreign.

GRAND TOTAL ______

FAS PUBLICATIONS

The publications listed below present timely and reliable information on U.S. and world production, supply and demand, and trade for many different commodities. All these publications can be subscribed to through the National Technical Information Service (NTIS) of the U.S. Department of Commerce. To order, call NTIS at (703) 487-4630 or (703) 487-4639 for TDD (hearing impaired only). A subscription form is provided on the other side.

Agricultural Trade Highlights
Monthly report provides a unique overview of U.S. agricultural exports, as well as specialized coverage of trade topics. Each issue contains a summary of current trade statistics and the latest trade policy and marketing developments, along with in-depth analyses of country markets and specific consumer food product exports.

Tropical Products: World Markets and Trade
Issued four times a year. Provides information on the world production and supply and demand situation for coffee, cocoa, and tea. Presents U.S. trade data on spices and essential oils.

Cotton: World Markets and Trade
Monthly report provides statistics and other information on U.S. and world production, supply and demand, and trade for cotton. Covers crop conditions, the latest trade policy developments, and export market information.

Dairy, Livestock and Poultry: U.S. Trade and Prospects
Monthly report provides U.S. trade information and analyses of the trade of dairy, livestock, and poultry products.

Dairy Monthly Imports
Monthly report of imports of cheese and other quota dairy products subject to licensing, as well as imports under the quota not subject to licensing.

Livestock and Poultry: World Markets and Trade
Semi-annual publication provides information on U.S. and world production, use and trade of livestock and poultry products, trade policy developments, and export market information.

Dairy: World Markets and Trade
Semi-annual publication provides information on U.S. and world production, use and trade of dairy products, trade policy developments, and export market information.

Grain: World Markets and Trade
Monthly publication provides information on U.S. and world production, supply and demand, and trade for a variety of grains. Covers crop estimates, the latest trade policy developments, and export market information.

World Horticultural Trade and U.S. Export Opportunities
Monthly publication provides information on the world situation and outlook for horticultural products. Covers export competition, foreign market import potential, and export opportunities for U.S. horticultural products.

Oilseeds: World Markets and Trade
Monthly publication provides data and analyses on U.S. and world production, supply, use, and trade of a variety of oilseeds and products. Covers production estimates, latest trade policy, commodity prices, and export market information.

U.S. Planting Seed Trade
Quarterly report provides information on U.S. trade for planting seeds. Covers the latest trade policy developments and export market information.

Sugar: World Markets and Trade
Semi-annual publication provides information on the world production and supply and demand situation for sugar. Includes in-depth special country features. The November issue also presents the honey situation and outlook in selected countries.

Tobacco: World Markets and Trade
Monthly report provides information on U.S. and world production, supply and demand, and trade for tobacco. Covers crop estimates, the latest trade policy developments, and export market information. The March issue contains complete U.S. tobacco trade data for the preceding calendar year.

World Agricultural Production
Monthly report provides information on U.S. and world production of major agricultural products, including crop, livestock, and forestry estimates, weather and production briefs, and special articles of interest to the trade.

Wood Products: International Trade and Foreign Markets
Issued five times a year. Provides information on the production, trade, and supply and demand situation in countries around the world for wood products. Highlights the latest trade policy developments, export statistics, and market information of interest to U.S. exporters.

Monthly Summary of Export Credit Guarantee Program Activity
Monthly summary report shows fiscal year commitment figures for the Commodity Credit Corporation's Export Credit Guarantee Program (GSM-102) and Intermediate Credit Guarantee Program (GSM-103).

U.S. Export Sales
Weekly report based on reports submitted by private exporters. Outstanding export sales as reported and compiled with other data give a snapshot view of the current contracting scene. All countries with outstanding sales or accumulated exports are included for each class of wheat, all wheat, wheat products, corn, soybeans, soybean cake and meal, American pima cotton, all upland cotton, whole cattle hides, and wet blues.

AgExporter Magazine
Monthly magazine for businesses selling farm products overseas provides tips on exporting, descriptions of markets with the greatest sales potential, and information on export assistance available from the U.S. Department of Agriculture. The audience is U.S. agricultural producers, exporters, trade organizations, state departments of agriculture, and any other export-oriented organization.

What Every Exporter Should Know

An informative audio cassette kit, including the Foreign Agricultural Service's Food and Agricultural Export Directory

In this 6 hour cassette program, you'll learn how to:

- decide if your firm is ready to export.
- assess your product's export potential.
- select a sales strategy.
- reach buyers overseas.
- find the right person to distribute your product.
- customize your product for foreign consumers.
- test your product and your packaging.
- find out about foreign import rules and regulations.
- get information and help with shipping.
- make sure you get paid.
- showcase your product at international events.
- tailor your sales approach to the customs of the marketplace.
- tap into Federal and State programs and services that can help you compete more effectively.

Plus, you'll learn scores of tips on how to improve your sales prospects, avoid mistakes, and build lasting relationships with buyers overseas.

Order Now. The price is only $50!

Quantity ________ kits @ $50.00 each.
Total: $ ________

Outside U.S.:
Quantity ________ kits @ $65.00 each.
Total $ ________

☐ Check/money order for $ ____________ enclosed.
Make checks payable to: **Foreign Agricultural Service**

NO REFUNDS MAY BE MADE

Mail your order to:
U.S. Department of Agriculture
Foreign Agricultural Service
Information Division
Ag Box 1006
Washington, D.C. 20250-1006

Phone in your order:
(202) 720-9446

Fax your order:
(202) 205-7394,
Attn: Fern Jackson

Signature: ______________________________

Please send to:

Name ______________________________

Company ______________________________

Address ______________________________

City ______________________________

State ____________ Zip ______________

UNITED STATES DEPARTMENT OF AGRICULTURE
FOREIGN AGRICULTURAL SERVICE
AG BOX 1006
WASHINGTON, D.C. 20250-1006

For questions concerning your subscription or change of address, PRINT OR TYPE the new address, including ZIP CODE and return this sheet to:

U.S. DEPARTMENT OF COMMERCE
TECHNOLOGY ADMINISTRATION
NATIONAL TECHNICAL INFORMATION SERVICE
SPRINGFIELD, VA 22161

For questions or concerns on the data included in this publication, contact:

U.S. DEPARTMENT OF AGRICULTURE
FOREIGN AGRICULTURAL SERVICE
AG BOX 1006
WASHINGTON, D.C. 20250-1006

Agricultural Trade Reports Available Electronically

Summaries and selected tables from several Foreign Agricultural Service (FAS) trade reports are available through the U.S. Department of Commerce's Economic Bulletin Board (EBB). The reports are Cotton: World Markets and Trade, Dairy: World Markets and Trade, Grain: World Markets and Trade, World Horticultural Trade & U. S. Export Opportunities, Oilseeds: World Markets and Trade, Sugar: World Market and Trade, Tobacco: World Markets and Trade, Wood Products: International Trade & Foreign Markets, World Agricultural Production and U. S. Export Sales.

These reports and others from U.S. agricultural Attaches overseas are available electronically on the EBB on release day and remain on-line until the next report in the series is issued. You can reach the EBB from most personal computers equipped with a modem and standard communications software. You can also access the EBB over the Internet using TELNET at ebb.stat-usa.gov. The EBB is available 24 hours a day, 7 days a week, and supports over 50 concurrent users. For more information, call 202-482-l986 (Monday-Friday, 8:30 a.m.-5:30 p.m. EST.) Subscriptions cost $45 a year. Connect time fees range from 5 to 40 cents a minute.

The same information also is available on the National Trade Data Bank (NTDB) CD-ROM, which is issued monthly for $360 a year or $40 for a single issue. The CD-Rom's will run on any IBM-compatible personal computer equipped with a CD-ROM reader. In addition to the FAS information, the NTDB contains over 10,000 international and export reports from several U.S. government agencies. For more information or to place an order, call 202-482-1986.

For more information on FAS materials available electronically, contact Judy Goldich, tel. 202-690-0141; fas. 202-690-3606; or Internet. jgoldich@ag.gov.